

FOR IMMEDIATE RELEASE



Contact: Jose Rodriguez
Texas Book Festival
Communications & PR Coordinator
Jose@texasbookfestival.org (512) 477-4055

TEXAS BOOK FESTIVAL WELCOMES FOUR NEW BOARD MEMBERS

AUSTIN, TX (MARCH 26, 2024) - [Texas Book Festival](#) (TBF) is proud to announce the addition of four distinguished individuals to its Board of Directors. These new members bring a wealth of experience and talents to the organization, further strengthening its commitment to promoting literature year-round and during its annual Festival Weekend. New board member appointments took effect on March 5, 2024.

Joining the Board of Directors are:



Dr. Daniel Guerrero is a former Mayor of San Marcos. He is also a Distinguished Alumnus of San Marcos High School, holds multiple certificates from Austin Community College, a Bachelor of Mass Communications from Texas State University, a Master of Organizational Leadership and Ethics, and a Doctor of Leadership and Higher Education from St. Edward's University. Daniel received the St. Edward's University Presidential Award in April 2023. Daniel has served in nonprofit leadership roles as the Executive Director for INROADS/Central Texas, Inc. and led fundraising development campaigns for the San Marcos Education Foundation.



Anna Herd is a community volunteer and mother of two who recently served on Texas Book Festival's Board of Advisors. She formerly worked for American Campus Communities and the Seton Medical Center. Since moving to Austin in 2004, Anna has served on the Elizabeth Ann Seton Board, the Springhouse Foundation Board of Trustees, The Dell Children's Trust, and the YMCA Camp Moody Leadership Advisory Council. In 2018, she co-chaired the Explore Austin Quest for the Summit gala. Community First! Village, The Trail Conservancy, Austin Diaper Bank, and St. Andrew's Episcopal School are some of her favorites for volunteer work. Anna has an MBA from the Tulane School of Business and a bachelor's degree from Louisiana State University. In her downtime, Anna manages and writes for *Calling All Explorers*, her outdoor travel blog.



Annie Jacob serves on the Friends of the Children Austin Board of Directors. She is a teacher, volunteer, and advocate for children in disadvantaged environments. Previously an elementary teacher in Richmond, California, Annie Jacob understands the importance of building sustained and nurturing relationships with youth. As the nation recognizes and expands opportunities for diversity, equity, and inclusion, the Jacob family is leading to ensure children facing adversity are recognized, acknowledged, and prioritized. Annie just had a baby in November of 2023 and has three other children.



Ann Jerome has extensive experience at the leadership level of several non-profit organizations serving most recently as the President & CEO of Make-A-Wish Central & South Texas. An Austinite since 2008, Ann has been involved in many charitable organizations including Ronald McDonald House Charities, the American Heart Association, and Explore Austin to name a few. Having spent decades in the staff role, she is excited to lend her expertise as part of a high-performing board where she can add HR & administrative knowledge, fundraising & development support, and program perspective. In her spare time, you can find Ann on a tennis court or heading off on an adventure with her husband, Brad.

Each new member possesses a deep passion for literacy and a dedication to advancing Texas Book Festival's mission. Their diverse backgrounds and expertise will contribute significantly to the organization's strategic vision and initiatives.

"We are thrilled to welcome these accomplished individuals to our Board of Directors," said Marianne DeLeón, Texas Book Festival CEO. "Their expertise and commitment to literature will be invaluable as we continue to expand our impact and reach within the literary community. We look forward to working together to further our mission of promoting literary excellence and fostering a love of reading."

As members of the Board of Directors, Dr. Guerrero, Herd, Jacob, and Jerome will play vital roles in guiding the organization's strategic direction, fundraising efforts, and program development. Please join us in welcoming these talented individuals to the Texas Book Festival family.

For more information please visit texasbookfestival.org and follow along on [Instagram](#), [Facebook](#), and [X @texasbookfest](#). For the latest, subscribe to the TBF newsletter at www.texasbookfestival.org/subscribe.

###

ABOUT TEXAS BOOK FESTIVAL

With a vision to inspire Texans of all ages to love reading, Texas Book Festival connects authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. Founded in 1995 by former first lady Laura Bush, Mary Margaret Farabee, and a group of volunteers, the nonprofit Texas Book Festival promotes the joys of reading and writing through its annual Festival Weekend, the Reading Rock Stars Title I elementary school program, the Real Reads Title I middle school, high school, and early college program, grants to Texas libraries and year-round literary programming. The 2024 Texas Book Festival will take place from November 16–17 in downtown Austin and at the Texas Capitol, featuring renowned authors, panels, book signings, and activities. Thanks to generous donors, sponsors, and volunteers, the Festival remains free and open to the public. The Texas Book Festival is presented by H-E-B.